Sampson Legal CA

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From: MREARDON--VCH0021A Date and time 24.05.93 12:00:47
To: BBOCSAK --VCH0021A

*** Resending note of 24.05.93 11:50
From: Michael Reardon
To: SCARLSON--VCH0021A Stig Carlson

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From: Johan Puotila
To : Stig Carlson
Subject: Anti-Industry Advertising/Sweden- Urgent
Stig,

the Sunday edition of Dagens Nyheter carried a full page ad signed by Doctors Against Tobacco, Dental Care Against Tobacco and Nurses Against Tobacco.

The ad is quite simple in format, the text for example is typed. The ad carries a picture of the face of a child, about 5-6 years old, with a cigarette between his fingers and infront of his mouth.

The headline goes: "Member of the Parliament, do you accept that 600 juveniles take up smoking every week?"

The ad text continues:

"The tobacco industry walks over dead bodies. Its activities lead to more than 10 000 Swedes dying prematurely every year.Despite filters and "low tar cigarettes".

The tobacco industry avoids no measures to make money. It wants 600 juveniles to take up smoking every week.

The fight is not between smokers and non-smokers, but between the tobacco industry and national health.

We want you to support the national health through your vote on May 27.

We want you to say YES to an ad ban.

We want you to say YES to an age limit.

We want you to say YES to a smoke free environment for everyone."

- - -

This is followed by the signatures of the three Chairmen of the above mentioned associations.

So, the antis are using the emotional juvenile issue to make the last attack. Unfortunately we are not on the record here, as we are in Finland, with a public juvenile campaign, which would preempt the line of argumentation used here - or at least significantly decrease its credibility.

I have not been able to reach Bo yet, but we definately need to discuss today how to counter the claims presented here. Interview requests might be in the pipe line, the question is whether we want to use opportunities raising from that, if offered.

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Another question is whether we quicly could get out an approved NMA ad, countering this line of argumentation. The one used two weeks ago could be modified, to include also juvenile messages. We probably don't have time to develop a totally new ad, to be published still this week.

A third approach could be a letter to all MPs, to be mailed tomorrow,

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discussing only this juvenile issue, briefly stating the industry position on this. The letter could be pretty aggressive, due to the line of argumentation used in this anti ad.We could also consider making this letter an open one, i.e. forwarding it to the media as well.

Looking forward to your comments,

Best Regards

Johan

cc: AANDRADE--VCH0021A Anthony Andrade
SDORTA --VCH0021A Sibylle Dorta
HMOBARG --VCH0021A Hampe Mobarg
GNASSIF --VCH0021A George Nassif
ERASMUSS--VCH0021A Eva Rasmussen
EEDQVIST--VCH0021A Mats Sjoeblom
AWHITE --VCH0021A Andrew White
IBONNIER--VCH0021A Ingemo Bonnier
KHAAJANE--VCH0021A Kristina Haajanen
MNAS --VCH0021A Marie-Claire Nas
MPARSONS--VCH0021A Michael Parsons
MREARDON--VCH0021A Michael Reardon
MULRIKSS--VCH0021A Mats Ulriksson

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